

# Verbal Communication

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- Speak with confidence and poise
- Pronunciation
- Have energy
- Diaphragm
- Friendly tone

# Verbal Communication Continued

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- Vocal Variation (high vs. low, slow vs. fast, raise vs. whisper)
- Without vocal variety, listeners will not know what to pay attention to, which parts of the presentation are most relevant and when you are ready to change topics
- Baseball Pitches (mix it up)
- Don't be Ben Stein!!!
- Sound interesting, engaged, motivated, inspired
- Use any phrase and see how many different ways you can say it

# Verbal Communication Continued

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- Be clear and concise
- Don't talk too much
- Don't use words you don't know—Be Yourself!!!
- Don't try to sound smart (**except when quoting an authority**)
- Pause (the most powerful, but the most feared)
- No “um” or “uh”
- No “and”, “and”, “and”
- No “like” this and “like” that



# Mastery

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- How do you Master Verbal Communication?
- (and anything else involving anything with public speaking?)

- Preparation Preparation Preparation Preparation Preparation Preparation
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# Stance

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- Feet hip width apart (not too far-cowboy; not too close-blows over)
- Feet on ground (no swaying, circling, crossing or lifting)
- Stand tall with shoulders relaxed
- Keep head high
- Arms (can be at side or in front with hands cupped)
- Take a moment or two to stand still before talking, get everyone's attention

# Gestures

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- Since most people comprehend visually, gestures are an important part
- Purpose is to bring energy to presentation
- Highlight or magnify certain points
- Types of gestures are like shirts (s-fingers; m-wrists; l-elbow; xl-shoulders/arms)
- But just like shirts, one size does not fit all; use them appropriately
- When using hands, use open palms; closed looks like you are hiding something; open builds trust and rapport with jury—they subconsciously register that you have nothing to hide (NOTE: you can use closed hands to make a point, but generally they are opened)



# Walking

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- Walk only when making a transition or a new idea
- No wandering aimlessly—3 steps, that's it!!!
- Do not rock back and forth
- Do not turn back to audience; if you have to move backwards, gradually step back

# Eye Contact

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- Look at audience
- Not too long and not too short; enough to make it meaningful
- Meaningful eye contact shows you know the person is there
- Not too long where you look obsessed or you are stalking
- Don't look at areas (look at people and not the room)
- If you don't make eye contact, no one will be engaged

# Facial Expression

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- Use expressions on your face (smile, business, stern, confused, scared, mad, etc.)
- A good smile will put you and your audience at ease
- Practice in the mirror to ensure you are not making faces that are contrary to your message
- Watch out for clenching/unclenching of the jaw, licking lips, blinking eyes, wide eyes, deer in headlights, frowning, looking like you've seen a ghost, squinting, etc.
- Those are all signs that you are nervous, distracted and concentrating too much on what you have to say as opposed to just sending the message



# Body Language

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- Body Language is every bit as important as the words you say and how you say them
- If body language is closed off, you look defensive and uncomfortable (audience will mimic you and therefore, they will be defensive and uncomfortable)
- Also, if your body language is expressing something different than what you're saying, the audience will not believe you and will not listen to you
- Many listeners subconsciously discount what they're hearing as opposed to what they're seeing
- You need powerful presence—this gives you authority and credibility

# Master and Combine Everything

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- September 20, 1960, First televised Presidential debate (Nixon v. Kennedy)
- People listening on the radio thought Nixon won
- People watching on television thought Kennedy won
- Why?

# Remember

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- Exude Confidence
- Believe in what you're selling
- Audience can smell fear and sense nervousness
- Try talking about any topic and see if you can be confident and sell it